Ready Web Performance Metrics

Jan 1, 2022 - Jan 31, 2022



Visits to Ready

Date	Sessions
20220106	33,981
20220105	31,452
20220104	29,660
20220131	28,157
20220107	28,089
20220111	27,624
20220126	26,828
20220128	26,613
20220127	26,605
20220112	26,595

Average Number of Visits per Visitor

Count of Sessions	Users
1	576,841
2	79,048
3	26,114
4	11,919
5	6,626
6	4,147
7	2,818
8	2,026
9	1,545
10	1,228

Avg. Time on Page

00:02:29 Avg for View: 00:02:29 (0.00%)	

Avg. Visit Duration

00:01:46

Avg for View: 00:01:46 (0.00%)



1,247,503 % of Total: 100.00% (1,247,503)	~~~

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	292,192	66.94%
(direct) / (none)	170,674	68.66%
liveintent.com / display	61,504	95.26%
adcouncil.org / display	20,103	81.89%
adcouncil.org / banner	17,904	85.65%
classroom.google.com / referral	11,737	29.77%
fema.gov / referral	10,115	47.90%
search.usa.gov / referral	9,279	46.24%
bing / organic	9,256	61.84%
m.facebook.com / referral	9,022	76.54%

Bounce Rate

69.07% Avg for View: 69.07% (0.00%)	

Pageviews by Source

Source	Pageviews
google	468,890
(direct)	306,986
liveintent.com	65,116
classroom.google.com	54,509
adcouncil.org	48,438
fema.gov	24,663
search.usa.gov	23,883
bing	18,150
app.nearpod.com	13,771
m.facebook.com	10,950

Total Unique Visitors

595,223	
6 of Total: 100.00% (595,223)	\sim

Top Visited Pages

Page Title	Pageviews
Plan Ahead for Disasters Ready.gov	134,031
Make A Plan Ready.gov	132,612
Build A Kit Ready.gov	128,816
Winter Weather Ready.gov	55,580
Build a Kit	47,857
Tsunamis Ready.gov	36,770
Emergency Alerts Ready.g ov	31,695
Disaster Master	31,534
Nuclear Explosion Ready.g ov	28,810
Floods Ready.gov	27,772

Avg. Pages / Visit

1.70 Avg for View: **1.70** (**0.00%**)

Visits Originating from Social Netw...

Social Network	Sessions
Facebook	17,200
Twitter	5,600
Instagram	777
reddit	464
BuzzFeed	247
LinkedIn	209
YouTube	112
Weebly	97
Instagram Stories	58
Allrecipes	34

READY.gov Search Web Performance Metrics

Jan 25, 2022 - Jan 31, 2022



Total Visits

165,457

% of Total: 100.00% (165,457)



Searches Using the Search Form on READY.gov

2,352

% of Total: 1.42% (165,457)



Organic Searches (Reported by Google)

Keyword	Organic Searches
risk assessment	7
https://www.ready.gov/winter-weather	5
ready.gov	4
cert	3
citizen corps	2
emergency response plan	2
https://www.ready.gov/kids/disaster-facts/winter-weather	2
https://www.ready.gov/kids/games/data/dm-engli sh/index.html	2
https://www.ready.gov/kit	2
https://www.ready.gov/wildfires	2

Q1 How would you rate your overall experience today?

ANSWER CHOICES	RESPONSES	
Outstanding	37.66%	58
Above Average	29.87%	46
Average	20.78%	32
Below Average	6.49%	10
Poor	5.19%	8
TOTAL		154

Q2 What information were you looking for today?

ANSWER CHOICES	RESPONSES	
Contact information	6.49%	10
Disaster assistance: applying, checking my status, or learning more about assistance	5.84%	9
Disaster declarations	1.30%	2
Disasters (specifically, types of disasters)	7.79%	12
Email, RSS feeds, or subscription services	0.00%	0
Employment or contracting opportunities	0.00%	0
Exercises	1.30%	2
Flood insurance	1.30%	2
Flood maps	1.30%	2
Forms or publications	5.84%	9
Grants	0.00%	0
Information about FEMA	1.95%	3
News	1.30%	2
Photographs	0.00%	0
Preparing for a disaster	40.91%	63
Recovering from a disaster	3.25%	5
Training	8.44%	13
Video	1.95%	3
Other	11.04%	17
TOTAL		154

Q3 Were you able to complete the purpose of your visit?

ANSWER CHOICES	RESPONSES	
Yes	75.32%	116
No	24.68%	38
TOTAL		154

Q4 If you answered "No" to question 3, please select the option that best describes your difficulty.

Answered: 51 Skipped: 103

ANSWER CHOICES	RESPONSES	
Bad link	9.80%	5
Content wasn't easy to understand	15.69%	8
Error on page	11.76%	6
Multimedia/technical problem	13.73%	7
Outdated information	11.76%	6
Other	37.25%	19
TOTAL		51

Q5 Would you still return to this website if you could get this information or service from another source?

ANSWER CHOICES	RESPONSES	
Yes	92.21%	142
No	7.79%	12
TOTAL		154

Q6 Will you recommend this website to a friend or colleague?

ANSWER CHOICES	RESPONSES	
Yes	83.12%	128
No	16.88%	26
TOTAL		154

Q7 Which one of the following best describes you?

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	11.69%	18
Disaster Survivor	7.79%	12
Emergency Managers and Personnel	6.49%	10
First Responder	5.84%	9
Government Official or Employee	5.19%	8
Home (Property) Owner	25.32%	39
Insurance Agent	0.65%	1
Job Seeker	0.65%	1
Media	1.30%	2
Student or Educator	22.08%	34
Other	12.99%	20
TOTAL		154

Q8 How was your experience finding your way around (navigating) Ready.gov today?

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	62.34%	96
Had technical difficulties (e.g. error messages, broken links)	4.55%	7
Links did not take me where I expected	7.14%	11
Links/labels are difficult to understand, they are not intuitive	1.30%	2
Navigated to general area but couldn't find the specific content needed	10.39%	16
Too many links or navigational choices	7.14%	11
Would often feel lost, not know where I was	3.25%	5
Other	3.90%	6
TOTAL		154

Q9 How was your experience using our site search?

ANSWER CHOICES	RESPONSES	
Did not use search bar today	46.75%	72
Encountered no difficulties	24.68%	38
I was not sure what words to use in my search	5.84%	9
Results were not helpful	5.19%	8
Results were not relevant to my search terms or needs	2.60%	4
Results were too similar/redundant	3.90%	6
Returned not enough or no results	2.60%	4
Returned too many results	3.90%	6
Other	4.55%	7
TOTAL		154